

HIS SMILE GONE, HE ASKS \$10,000 AS DAMAGES

Facial Muscles Injured by
Auto, He Cannot Even
Cry Decently.

BUFFALO, N. Y., Oct. 18.
Nine-year-old Joe Bevilacqua
is asking a jury in County Court
to award him \$10,000 because he
never again can smile.

A year ago the boy was in an
automobile accident, the touring
car in which he was riding being
demolished by a truck. His face
was cut by flying glass and it was
discovered when he came out of
the hospital that he had lost con-
trol of the facial muscles that re-
fect a glad heart. He can cry in
a way, but not like other boys
and it hurts him, he says.



Shoes of Distinction

More and more well dressed
women find it to their advan-
tage to wear the Dr. A. Reed
Cushion Shoe. Here we
explain why.

Dr. Reed's can always be
had in the newest authentic
styles and models; they are
always equipped with the
comfortable and healthful
cork and felt cushion sole;
and every pair is so well
made it affords a surprising
amount of wear. For pure
long-run economy Dr. Reed's
are without an equal.

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"The Gift Shop of Fifth Avenue"
FIFTH AVENUE AT 39TH ST



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Madame, your Beauty Specialist
is an expert. She will gladly give
you Dr. Palmer's Famous Treat-
ment and much valuable advice
about the care of the complexion.
Purchase from her a package of Dr.
Palmer's Almomel, and continue
the treatment daily as directed in
the privacy of your home.

Here is the famous treatment:

Cleanse your skin thoroughly with soft
cloths, moistened in hot water. Make
a thin paste of Almomel and work
gently into the pores. With this paste
massage the skin gently, rubbing always
upward and outward. Rinse with cold
water.

Go to your Beauty Specialist for this
treatment, or get a package, 50 cents at
all drugists, and try it at home. Val-
uable booklet and sample treatment sent
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29-31 East 22nd St., New York City

Dr. Palmer's
ALMOMEAL
"It Does Work Wonders"

PHARMACIST FALLS 5 STORIES, MAY LIVE

Clothes Lines Checked Fall—Ankles
Broken, Possible Skull Fracture.

If Aaron Carlit, thirty-two, a phar-
macist, survives a fall from his home
on the fifth floor of the apartment at

No. 745 Trinity Avenue, the Bronx, this
morning, he will owe his life to clothes
lines strung across the area-way of the
apartment. Carlit is in Lebanon Hospi-
tal, where his condition is said to be
critical.

Carlit arose feeling ill and went to
the window for air. A sudden dizziness
caused him to lose his balance and he

fell from the window. Neighbors who
heard the crash of his body and saw it
flash past their window called an am-
bulance. At the hospital it was found
he had broken both ankles, was suffer-
ing from internal injuries, and had a
possible fractured skull. More serious
injury was undoubtedly averted by his
striking the heavily laden clothes lines
in falling.



The first 50 years are the hardest!

LOOK FOR THESE
POINTS OF
PERFECTION

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ABSORPTION
ELASTICITY
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underwear, while other brands have come and
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worn and used by his young majesty, the
baby. We have painstakingly selected his
wee apparel, from the standpoint of dain-
tiness, quality and comfort, and then marked
every item way below its regular price.

Baby Coats, long or short, white cashmere, silk lined,
and hand embroidered at the collar and cuffs.
Regularly 8.75 Sale Price, 7.50

Silk Caps of Crepe de Chine, lace trimmed.
Regularly 3.00 Sale Price, 2.65

Baby Bunting, White Eiderdown of superior quality;
domet flannel lined. Silk lined hood, satin bound.
Pink or blue.
Regularly 5.25 Sale Price, 4.50

(Third Floor)

Quality vs. Price

IN the vast and complicated business of retail merchandising it is very
tempting indeed for establishments to exaggerate their standards now and then—
very difficult for them not to claim all the virtues, whether they entirely possess them or not.

Readers of newspapers are too often influenced into believing things
just a little too wonderful, for the habit of adding a bit of rose color
to the bare truth is easily fallen into.

THEREFORE we have never made any claims beyond
and above our one guiding and dominating principle—that of offering always
only merchandise of the highest character obtainable, not at lowest-in-the-city
prices, nor yet at highest-in-the-city prices, but on a just, reasonable, equitable basis.

PRICE is not what we advertise first and foremost, but quality is!
And along with this quality is embodied style authenticity and reliable workmanship.

In short, there is no juggling with figures so as to give a little more
for a little less. We prefer rather to keep our price quotations strictly representative
of the value of the merchandise itself—dependable, trustworthy, and unflinchingly just.

And, lest we forget—it goes without saying, that we, as well as other
reputable houses, have not advanced the prices on imported merchandise received
before the increased tariff rates were adopted, and now in stock.

Stern Brothers

WEST 42nd STREET

And

WEST 43rd STREET

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THERE is one answer you, as a
Jewish citizen of New York City,
cannot give to the urgent plea of
Federation for funds—and that
answer is No.

You cannot say you are too poor.
The destitute of New York whom
Federation is trying to help are poorer.

You cannot excuse yourself on the
ground that business is bad. Many of
our helpless have not enough pen-
nies to keep body and soul together.

You cannot say that you can't afford
to give.

Give! Give these poor unfortunates
a chance for life!



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provement shows next day.

Because of its germ destroying
properties, nothing has ever been
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use it like cold cream.

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